

RJ REYNOLDS

TOBACCO COMPANY

August 2, 1996

 **Fax (315) 425-0461**

Mr. D. Cook
CONSOLIDATED INDUSTRIES

S. R. MacLEOD
Region Operations Mgr

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September Partners Promotion (#601270): Doral B2G1F

Dear Don:

I have ordered **1280** SKUs of sleeves (item #512141) for you to pack this Promotion for McLane Northeast. The shipping company has been instructed to call ahead prior to delivery for an appointment. Attached are the individual breakdowns for assembly of this product by state. Please request product from McLane when you are ready to begin assembling displays.

Product is scheduled to arrive at McLane on **August 26th**.
Displays are scheduled to arrive at Consolidated on **August 29th**.
Displays will need to be back at McLane no later than **September 9th** in order for McLane to begin shipping displays to retail.

<u>DORAL</u>	<u>#/ (6M) Cases</u>	<u>#/ (12M) Cases</u>
<u>STYLE</u>	<u>B1G1F Product</u>	<u>Live Product</u>
<i>FF 100</i>	86	22
<i>Lt Kg</i>	86	22

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves; Buy-1-Get-1-Free pre-banded product should be placed into the sleeve and an additional 'Live' pack inserted with it.

**SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE
ATTACHED CUSTOMER LIST**

51862 0257

I appreciate your assistance, and If you have any questions, please contact me.

Sincerely,

Judy

J. Campbell

Promotions Coordinator

/jc

Attach: Cigarette Displays By State

cc: SS / DK / RJR

R. Moore / McLane

51862 0258

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

51862 0259

McLANE NE

SEPTEMBER PARTNERS: DORAL B2G1F / #601270

CHAIN NAME	NO. OF STORES	DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE												
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT	
A-PLUS/ ATLANTIC/ A-MART/ SUNOCO	204	Per List	405	2	2	28					22	103		244	4	
BP OIL	37	Per List	70											70		
CIRCLE K	49	Per List	81	7		55		4	15							
COASTAL MART	36	2	72								18			54		
CONV EXPRESS	5	Per List	11													
COUNTRY FAIR	70	3	210									11				
DAIRY MART	61	1	61	18		23						15	21	174		
EXPRESS MARTS	34	2	68									15			5	
F.L. ROBERTS	16	3*	48	9		39						68				
HESS MART / STATION	7	Per List	10								8	2				
MOBIL	65	1	65	1		12				8	9	30		3	2	
RED BARREL	23	1	23									23				
7-ELEVEN	1	2	2											2		
SUGAR CREEK	92	Per List	104									104				
SUNRISE FOOD	17	1	17									17				
INDEPENDENTS (& SMALL CHAINS)	23	Per List	32	4		7	1		2	4	9			5		
TOTALS	740		1279	41	2	164	1	4	25	61	397	21	552	11	0	

MESSAGE CONFIRMATION

DATE:08/02/96 TIME:10:44

ID:BFLO RJR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
08/02	10:42	01'55"		G3-S	003	OK

51862 0260